

registration process. These fields correspond to many of the fields of the consumer database. The consumer must provide: a consumer ID, or login name, 310; their full name, address and e-mail address 320; personal information 340, such as occupation, title, interests, and a password to be used for login (in some embodiments fulfillment of the personal information fields may be optional, in others they may be mandatory – it would be desirable to have such information for demographic targeting purposes, but some consumers may be reluctant to provide it – excluding the password which will always be mandatory). The consumer will then submit their data to the host site, which the controller 110 will receive and use to create a new entry in the consumer database and fill with the entered data (step 620). The central controller 110 will then check if the consumer has completed all of the required fields (step 625). If so, the consumer will then be welcomed to the site (step 630), if not, the consumer will then be re-prompted to enter the missing required information (return to step 615) and steps 615-620 will be repeated until the consumer has filled in all the required information. After the consumer 134 is welcomed to the site, the controller 110 will then use the information the consumer provided to automatically generate the geographic code 330 based on the consumer's supplied address 320 and fill in the registration date 350 which would correspond to the current date and time.

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Page 25, Paragraph beginning on Line 14 (Amended) | Once the consumer 134 has

finished creating their personal site list and the central controller 110 has added the list to the consumer database, along with the interest categories 380 and the peer group interests categories 390, possibly in the manners described above, the central controller then displays the web site update schedule information for the chosen web sites to the consumer (step 645). This step is the same step following logon (step 640) for a consumer already registered with the system who visits the host site, as described above, and thereby completes the registration process. The remaining steps in Figs. 6A and 6B relate to the consumer use process and will be described

below.

Page 26, Paragraph beginning on Line 7 (Amended) The consumer use process begins in

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the same manner as the consumer registration process. Referring to Figs. 6A and 6B, a consumer 134 contacts the host web site (step 605) via user interface 130, and is asked if this is a first time visit (step 610). If it is, then the consumer proceeds to the registration process (step 615-630) as described above. If it is not, then the consumer logs on to the host site (step 640) using consumer ID 310 and password contained in the personal information field 340, and the consumer use process begins.

Page 31, Paragraph beginning on Line 14 (Amended) Continuing with Figs. 6A and 6B,

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once the consumer 134 sees their original personalized display, they then have several options. The controller can sense if the consumer chooses to add sites or otherwise modify their personal site list (step 660). The host site display can have a feature that allows the consumer to do this in any number of ways: in a data entry field on the main display or with a link to a different page on the host site that is dedicated to this step, for example. If the consumer takes this action the controller 110 will then update the consumer profile to correspond to these changes (step 665). This will involve updating the consumer's web sites of interest 360 and may also affect the consumer's interest categories 380 and peer group interests 390 as appropriate. Any sites that the consumer adds to their personal site list in this manner will then automatically be displayed with that site's update schedule information any future times the consumer logs on to the host site as described above. After updating the consumer profile, the controller 110 will then get the update schedule information for the new site and display it to the consumer (step 670). This step will be discussed in detail in conjunction with Fig. 7. The next step involves displaying to the consumer any new advertisements, promotions, or site recommendations that may be appropriate